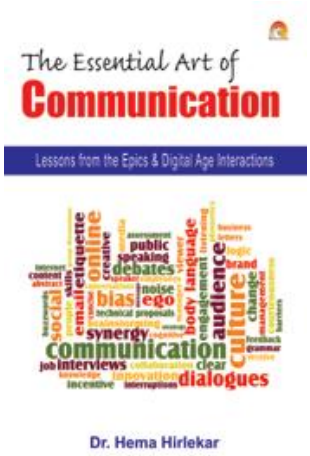
The Essential Art Of Communication



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The book is about modern communication principles contained in our epics – Ramayana and Mahabharata.
Ram's analysis of Hanuman's speech, when Ram and Lakshman meet Hanuman for the first time, explains what we call the 'Seven Cs' of effective communication. Ramayana has the most effective communicator in the legendary Hanuman. Even the Mahabharata gives some key guidelines about proper speech and interpersonal skills.
This book has connected these epic guidelines of successful communication with the digital age.

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